

# AGENDA

The Future of CMO

# CMO Think Tank

## SPEAKERS



**George Wang**  
CMO  
Peterson Technology  
Partners



**Tom Arduino**  
CMO  
Chief Outsiders



**Mike Dizon**  
CCO  
Illinois State Board  
of Education



**Christina Bottis**  
Chief Global  
Marketing Officer  
Mural



**Chris McGuire**  
President  
AMA Chicago



**Elizabeth Pasnik**  
Head of Marketing &  
Communications -  
Americas  
Denemeyer



**Jenny Lopez Riley**  
Chief Growth Officer  
RTM Engineering  
Consultants



**Kip Russell**  
Director of Business  
Insights  
Spinutech Inc.

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June 25, 2026

Central Time

Breakfast & Registration

8:30 AM-9:30 AM

[www.cvisionintl.com](http://www.cvisionintl.com)

## KEYNOTE

10:10 AM-10:35 AM

# Built to be Found: The New Rules of Discoverability

Search didn't break. It fragmented – and in doing so, it rewrote how decisions are made. What used to be a linear path is now a distributed system. Users move across all of it without friction and without loyalty to a single channel. And most marketing strategies aren't built for this new reality. Your brand is now being discovered — and decided on — across systems you do not control. Which means you're no longer just competing for attention. You're competing to be surfaced, summarized, and trusted. This session breaks down the new rules of discoverability — and what brands must do now to stay visible where decisions are actually being made.

## PANELISTS



**Kip Russell**  
Director of Business  
Insights  
Spinutech Inc.

## Opening Remarks

9:30 AM-9:40 AM

Welcome from C-Vision International. Framing the day and the questions that define marketing leadership in 2026.

## VISION VOICES KEYNOTE

9:40 AM-10:05 AM

# Marketing in 2030: What Your Team, Stack, and Agency Model Will Actually Look Like

The stack, the agency model, and the team structure are all being redesigned at once — not in response to a single trend, but to a fundamental shift in how marketing work gets done. This session cuts through the speculation and focuses on the decisions that will actually compound by 2030: which capabilities to build in-house, which to automate, which to outsource, and what kind of talent you need when execution is no longer the constraint. Leaders share where they are placing their bets today — and what they wish they had done differently already.

## Coffee Break

10:35 AM-10:55 AM

## PANEL

10:55 AM-11:40 AM

# Brand Is a Story Companies Tell Themselves. Customers Have Already Moved On.

Every brand has a story it tells about itself. The question is whether anyone outside the building believes it. In an era of radical transparency, peer reviews, and AI-generated alternatives, customers are forming opinions faster than brands can shape them — and often without ever engaging with official messaging at all. This session challenges the assumption that brand is something you build and control, and asks what actually drives preference, loyalty, and choice when the traditional levers no longer reach. If brand as we know it is becoming an internal fiction, what replaces it — and who owns it?

## PANELISTS



Chris McGuire  
President  
AMA Chicago

## DISRUPTOR

### You Know Everything About Your Customer. They Know You Know.

3:10 PM-3:30 PM

Hyper-personalisation has arrived. Customers are aware their data is being collected, their behaviour is being tracked, and their next purchase is being predicted. The question is no longer whether you can personalise — it's whether you should, how far you can go, and what happens to brand trust when the curtain is pulled back. This session explores the ethics and the practicalities of knowing too much, and how marketing leaders are navigating consent, transparency, and the growing tension between relevance and intrusion.

## Lunch & Networking

12:15 PM-1:15 PM

*Seated lunch with open networking across all attendee communities.*

## PANEL

### The Junior Bench Is Gone. The Senior Roles Are Changing. So Who Survives?

3:35 PM-4:20 PM

The marketing org is being dismantled and rebuilt in real time. Entry-level roles are disappearing as AI absorbs execution work. Senior roles are being rewritten around judgment, strategy, and AI fluency. And the titles that didn't exist two years ago — Creativity Leads, AI Architects, Prompt Strategists, Brand Risk Officers — are now showing up in job descriptions. Leaders name what they have cut, what they have transformed, and what they are building from scratch. And they face the question nobody wants to answer out loud: if the junior bench disappears, where do tomorrow's CMOs come from?

## PANELISTS



Jenny Lopez Riley  
Chief Growth Officer  
RTM Engineering  
Consultants

## FIRESIDE CHAT

### Headquartered Here: Marketing from Chicago's HQs

1:15 PM-1:45 PM

Chicago has one of the densest concentrations of Fortune 500 headquarters in the country — yet the city rarely gets credit for the

marketing innovation happening inside them. This fireside conversation brings together local CMOs to talk about what it actually means to build brand, attract talent, and drive growth from the Midwest. What does Chicago demand of its marketing leaders that the coasts don't? And what are companies here getting right that the rest of the country hasn't caught up to yet?

## PANEL

1:50 PM-2:15 PM

### Brand Without Revenue Is a Hobby. Revenue Without Brand Is a Race to the Bottom

The tension between brand and performance has defined marketing debates for a decade. But the CMOs winning today have stopped choosing sides — they own the full loop. This session explores how the best marketing leaders are connecting brand investment to demand generation to revenue outcomes, without sacrificing long-term positioning for short-term numbers. The conversation focuses on what it actually takes to make brand and revenue speak the same language inside an organisation — and how to get the CFO to believe it.

#### PANELISTS



George Wang  
CMO

Peterson Technology  
Partners

## Networking Break

2:55 PM-3:10 PM

## DISRUPTOR

2:20 PM-2:55 PM

### The Last Human Edge: Taste, Judgment, and Originality — and How You Actually Build Them

When content is free and execution is automated, the only assets that compound are the ones AI cannot replicate. This session makes the case for treating creativity not as a talent you hire but as a skill you develop — one that can be exercised, measured, and structured into an organisation. Leaders share how they are building for taste and originality in teams that are simultaneously being reshaped by AI, and why the ability to make a judgment call may be the highest-leverage investment a CMO can make right now.

## Closing Remarks & Raffle Giveaway

4:20 PM-4:30 PM

*A synthesis of the day's defining themes, a final raffle, and an open invitation to continue the conversation.*

## Cocktail Reception

4:30 PM-5:30 PM

*An informal close to the day — open bar, canapes and continued conversation. Speakers and attendees mix freely.*

## DISRUPTOR

11:45 AM-12:15 PM

### The CMO Playbook for 2026: Five Decisions to Make This Quarter

Most CMOs enter the year with a strategy. Few leave it having made the five decisions that actually determined their results. This session is deliberately opinionated and prescriptive — no frameworks, no hedging. Leaders name the specific calls they are making right now

across talent, AI, brand, measurement, and operating model, and explain exactly why they are making them. The goal is not consensus but clarity: five concrete moves, each one framed as the decision you will most regret skipping. Built for Monday morning.

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